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We claim:

1. A liquid cleansing and moisturizing composition comprising:

5 (a) from about 80 to about 97% by wt. of a neat cleansing lotion
having

about 0.5 to about 65% by wt. of the total composition of at least one
non-soap anionic or mixture of non-soap anionic surfactants;

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about 35 to about 90% by wt. of the total composition of water;

15 (b) from about 3 to about 20% by wt. of the total composition of at
least one volatile foaming agent or mixture thereof; and

wherein the neat cleansing lotion is a lamellar structured shear thinning
composition at 25 C.

20 2. The composition of claim 1 wherein the at least one non-soap
anionic or mixture of non-soap anionic surfactants is in the concentration
range of about 1 to about 25% by wt. of the total composition.

25 3. The composition of claim 1 wherein the neat cleansing lotion
further comprises about 0.1 to about 25% by wt. of the total composition of a
surfactant selected from amphoteric, zwitterionic or mixtures thereof.

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4. The composition of claim 1 wherein the neat cleansing lotion further comprises about 0.5 to about 50% by wt. of the total composition of lipophilic emollients, humectants, and mixtures thereof.

5 5. The composition of claim 4 wherein the neat cleansing lotion comprises about 6 to about 35 by wt. of the total composition of lipophilic emollients, humectants, and mixtures thereof.

10 6. The composition of claim 4 wherein the neat cleansing lotion contains at least one lipophilic emollient in a concentration greater than about 10 % .

15 7. The composition of claim 6 wherein the neat cleansing lotion contains at least one lipophilic emollient in a concentration greater than about 12%.

8. The composition of claim 6 wherein the at least one lipophilic emollient is a triglyceride oil.

20 9. The composition of claim 1 wherein the neat cleansing lotion contains

25 About 0.1% to about 15% by wt. of the total composition of a lamellar phase inducing structurant selected from:

C8 to C24 alkenyl or branched alkyl fatty acid or ester thereof with a melting point below 25C;

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C8 to C24 alkenyl or branched alkyl fatty alcohol or ether thereof with melting point below 25C;

C5 to C12 alkyl fatty acids; and
Hydroxystearin.

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10. The composition of claim 1 wherein the neat cleansing lotion has a shear thinning index greater than about 0.4 .

10 11. The composition of claim 10 wherein the neat cleansing lotion has a shear thinning index greater than about 0.5 .

12. The composition of claim 4 wherein the lipophilic emollient is selected from a triglyceride oil, mineral oil, petrolatum, and a blend thereof; and the humectants are selected from polyhydric alcohols, polyols, and blends thereof.

13. The composition of claim 1 further comprising at least one cationic skin conditioning agent.

20 14. The liquid cleansing and moisturizing composition of claim 13 wherein the cationic skin conditioning agent is present in the range of from about 0.01 to about 5 % by wt. of the total composition.

15. The liquid cleansing and moisturizing composition of claim 14 wherein the cationic skin conditioning agent is present in the range of from about 0.1 to about 1% by wt. of the total composition.

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16. The composition of claim 13 wherein the cationic skin conditioning agent is selected from cationic polysaccharides, cationic copolymers of saccharides and synthetic cationic monomers, synthetic cationic polymers, polymeric quaternary ammonium salts of hydroxyethylcellulose, cationic proteins, and salts and derivatives thereof.

10 17. The composition of claim 1, wherein the anionic surfactant is selected from alkyl ether sulfate, alkyl sulfate, acyl isethionate, mono-and di-alkyl phosphate, and blends thereof.

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18. The composition of claim 3, wherein the amphoteric /zwitterionic surfactant is selected from cocoamidopropyl betaine, sodium lauroamphoacetate, sodium cocoamphoacetate, and blends thereof.

20 19. The composition of claim 6, wherein the lamellar structurant is selected from isostearic acid, lauric acid, oleic acid, palm kernel acid, coconut acid, and blends thereof

25 20. The composition of claim 1, wherein the initial viscosity is greater than about 40,000 cps measured at 10 Pa at 25 C.

21. The composition of claim 20 wherein initial viscosity is in the range of about 40,000 to about 2,000,000 cPs measured at 10 Pa at 25 C.

22. A composition according to claim 1 further comprising a solubilizing agent.

5 23. The composition of claim 18 wherein the solubilizing agent is selected from isopropyl palmitate and isopropyl myristate.

24. The composition of claim 7 further comprising:

10 about 0.1% to about 5% by wt. of the neat cleansing lotion of a lamellar stabilizing material consisting of a polymeric hydrophilic emulsifier modified at one or both ends with hydrophobic polyhydroxy fatty acid ester chain.

15 25. The composition of claim 20 wherein the emulsifier is dipolyhydroxystearate.

26. The composition of claim 20 wherein the emulsifier has a polyalkylene glycol backbone chain of general formula:

20 H₀ (CH₂)_a nOH wherein a is 2 to 4 and n is 2 to 60 having 1 to 50 C₈ to C₂₄ fatty acid group or groups attached to one or both sides of the backbone.

25 27. The composition of claim 22 wherein the fatty acid group or groups attached to backbone chain is selected from hydroxystearic acid, palmitic acid, and blends thereof.

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28. The composition of claim 1 wherein the least one volatile foaming agent is a hydrocarbon or a mixture thereof.

29. A liquid cleansing and moisturizing composition and dispensing
5 system comprising:

(a) from about 80 to about 97% by wt. of a neat cleansing lotion having

10 about 0.5 to about 65% (broad); about 1 to about 25 (narrow) by wt. of the total composition of at least one non-soap anionic or mixture of non-soap anionic surfactants;

about 35 to about 90% by wt. of the total composition of water;
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(b) from about 3 to about 20% by wt. of the total composition of a volatile foaming agent;

20 wherein the neat cleansing lotion is a lamellar structured shear thinning composition at 25 C; and wherein the cleansing composition is contained in an aerosol pressurized container having a barrier separating the cleansing composition from an aerosol propellant.

25 30. The composition of claim 29 wherein the at least one non-soap anionic or mixture of non-soap anionic surfactants is in the concentration range of about 1 to about 25% by wt. of the total composition.

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31. The composition and dispensing system of claim 29 wherein the pressurized barrier container is an aerosol piston can.

32. The composition and dispensing system of claim 29 wherein the
5 composition has a dynamic density of greater than about 0.2 g/mL as
measured 30 seconds after dispensing at 25 C and 1 atm pressure.

33. The composition and dispensing system of claim 32 wherein the
composition has a dynamic density of greater than about 0.4 g/mL as
10 measured 30 seconds after dispensing at 25 C and 1 atm pressure.

34. A liquid cleansing and moisturizing composition and dispensing
system comprising:

15 (a) from about 80 to about 97% by wt. of a neat cleansing lotion having
about 0.5 to about 65% by wt. of the total composition of at least one
non-soap anionic or mixture of non-soap anionic surfactants;

20 less than about 4% of a soap;

about 35 to about 90% by wt. of the total composition of water;

25 (b) from about 3 to about 20% by wt. of the total composition of a
volatile foaming agent; and

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wherein the neat cleansing lotion is a lamellar structured shear thinning composition at 25 C; and wherein the cleansing composition is contained in an aerosol pressurized piston container having an aerosol propellant.

5 35. The composition of claim 34 wherein the at least one non-soap anionic or mixture of non-soap anionic surfactants is in the concentration range of about 1 to about 25% by wt. of the total composition.

10 36. The composition of claim 34 wherein the soap is less than about i% by wt. of the total composition.